



FOR IMMEDIATE RELEASE
March 4, 2003

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Release No. 013
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Customized Market Mail™ Aims To Create New Direct Marketing Tool **Postal Service To File Classification Case With Postal Rate Commission**

WASHINGTON, D.C. – The Postal Service Board of Governors has approved the filing with the Postal Rate Commission of a new mail classification designed to expand businesses creative options using mail to communicate with their customers.

The proposal for a Customized MarketMail™ classification would enable postal customers to mail non-rectangular, attention-getting direct mail pieces. Currently, these items cannot be mailed.

This simple adjustment to the shape restrictions in Standard Mail, the class of mail that is most often used by advertisers, will provide the opportunity for more innovative mailings. Because customized MarketMail would be dropshipped to destination post offices, thereby bypassing mail processing operations, it will not adversely affect Postal Service costs. The filing will take advantage of the Postal Service's ability to propose relatively minor changes to the classification schedule. The price of the new option would be based on Regular and Nonprofit Standard Mail basic tier rates, plus the existing surcharge for residual shapes.

The proposal will enable the Postal Service to offer Customized MarketMail™ as a new direct mail option that complements, but does not change, existing options for advertisers and direct marketers. As outlined in the Transformation Plan, the Postal Service seeks to offer new features for existing products that leverage its core competencies.

More details of the proposal will be available once the case is filed. That filing is planned for mid-March.